

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

POWER OF ATTORNEY

I hereby revoke all previous powers of attorney given in the application(s) and patent(s) listed on Exhibit A, attached hereto.

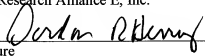
I hereby appoint the registered attorneys and agents associated with **CARLINEO, SPICER & KEE, LLC, Customer No. 81712**, as my attorneys or agents with full power of substitution and revocation, to prosecute the application(s) and patent(s) listed on Exhibit A and any future applications related thereto and to transact all business in the Patent and Trademark Office connected therewith.

Please address all correspondence to **Customer No. 81712**, namely, **CARLINEO, SPICER & KEE, LLC**, 2003 South Easton Road, Suite 208, Doylestown, PA 18901. Please direct all communications and telephone calls to Andrew W. Spicer at 267-880-1720.

I am the assignee of record of the entire interest of the application(s) and patent(s) listed on Exhibit A. A statement under 37 C.F.R. 3.73(b) is enclosed herewith.

Executed this 9 day of August, 2006

BY: GORDON R. HERRING
Vice-President
Prime Research Alliance E, Inc.



Signature

EXHIBIT A

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|--|---|---------------------|
| 09/204,888 | 12/3/1998 | Subscriber Characterization System | Eldering, Charles A. Sylla, M. Lamine | T702-00 |
| CA2353646 | 12/2/1999 | Subscriber Characterization System | Eldering, Charles A. Sylla, M. Lamine | T702-00CA |
| PCT/US99/28528 | 12/2/1999 | Subscriber Characterization System | Eldering, Charles A. Sylla, M. Lamine | T702-00PCT |
| 09/516,983 | 3/1/2000 | Subscriber Characterization System with Filters | Sylla, M. Lamine Eldering, Charles A. Blasko, John P. | T702-02 |
| 11/762,538 | 6/13/2007 | Subscriber Characterization System with Filters | Sylla, M. Lamine Eldering, Charles A. Blasko, John P. | T702-02-2 |
| 09/591,577 | 6/9/2000 | Privacy Protected Advertising System | Flickinger, Gregory C.; Eldering, Charles A. | T702-03 |
| 09/635,252 | 8/9/2000 | Subscriber Characterization Based on Electronic Program Guide Data | Eldering, Charles A. Flickinger, Gregory C. | T702-04 |
| 09/857,256 | 6/1/2001 | Subscriber Characterization and Advertisement Monitoring System | Eldering, Charles A. Sylla, M. Lamine | T702-15 |
| 09/205,653 | 12/3/1998 | Client-Server Based Subscriber Characterization System | Eldering, Charles A. Sylla, M. Lamine | T703-00 |
| 09/205,119 | 12/3/1998 | Advertisement Monitoring System | Eldering, Charles A. Sylla, M. Lamine | T704-00 |
| 09/516,314 | 3/11/2000 | Advertisement Monitoring and Feedback System | Eldering, Charles A. Blasko, John P. Sylla, M. Lamine | T704-01 |
| PCT/US01/06459 | 12/3/1998 | Advertisement Monitoring System | Eldering, Charles A. Blasko, John P. Sylla, M. Lamine | T704-01PCT |
| 11/672,371 | 2/7/2002 | Advertisement Monitoring System | Eldering, Charles A. Blasko, John P. Sylla, M. Lamine | T704-02 |
| 09/452,893 | 12/2/1999 | Subscriber Identification System | Eldering, Charles A. Sylla, M. Lamine | T705-01 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|---|--|---------------------|
| CA2353385 | 12/2/1999 | Subscriber Identification System | Eldering, Charles A. Sylla, M. Lamine | T705-01CA |
| PCT/US99/28600 | 12/3/1998 | Subscriber Identification System | Eldering, Charles A. Sylla, M. Lamine | T705-01PCT |
| 09/635,253 | 8/9/2000 | Subscriber Identification Based on Electronic Program Guide Data | Eldering, Charles A. Sylla, M. Lamine | T705-02 |
| 09/857,160 | 7/1/2001 | Subscriber Identification System | Eldering, Charles A. Sylla, M. Lamine | T705-13 |
| 09/268,519 | 3/12/1999 | Consumer Profiling System | Eldering, Charles A. | T706-00 |
| AU19,319/00 | 12/2/1999 | Consumer Profiling System | Eldering, Charles A. | T706-00AU |
| CA2353393 | 12/2/1999 | Consumer Profiling System | Eldering, Charles A. | T706-00CA |
| EP99962992 | 12/2/1999 | Consumer Profiling System | Eldering, Charles A. | T706-00EP |
| JP2000-585801 | 12/2/1999 | Consumer Profiling System | Eldering, Charles A. | T706-00JP |
| PCT/US99/28628 | 12/2/1999 | Consumer Profiling System | Eldering, Charles A. | T706-00PCT |
| 09/807,887 | 4/19/2001 | Consumer Profiling and Advertisement Selection System | Eldering, Charles A. | T706-11 |
| 11/450,252 | 6/9/2006 | Consumer Profiling and Advertisement Selection System | Eldering, Charles A. | T706-11-2 |
| 09/268,526 | 3/12/1999 | Advertising Selection System Supporting Discretionary Target Market Characteristics | Eldering, Charles A. | T707-00 |
| 09/774,473 | 1/31/2001 | Advertising Selection System Supporting Discretionary Target Market Characteristics | Eldering, Charles A. | T707-11 |
| 10/229,783 | 8/28/2002 | Advertising Selection System Supporting Discretionary Target Market Characteristics | Eldering, Charles A. | T707-12 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|---|--|---------------------|
| 10/229,784 | 8/28/2002 | Consumer Profiling | Eldering, Charles A. | T707-13 |
| 11/930,848 | 10/31/2007 | System and Method for Targeting Advertisements | Eldering, Charles A. | T707-13-1 |
| 09/553,637 | 4/20/2000 | Advertising Management System for Digital Video Streams | Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C. | T708-01 |
| CA2383352 | 4/20/2000 | Advertising Management System for Digital Video Streams | Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C. | T708-01CA |
| PCT/US00/10633 | 4/20/2000 | Advertising Management System for Digital Video Streams | Hamilton, Jeffrey S. Flickinger, Gregory C. Eldering, Charles A. | T708-01PCT |
| 09/553,099 | 4/20/2000 | Advertising Insertion Techniques for Digital Video Streams | Eldering, Charles A. Flickinger, Gregory C. Hamilton, Jeffrey S. | T708-02 |
| 11/673,838 | 2/12/2007 | Advertising Management System for Digital Video Streams | Eldering, Charles A. Hamilton, Jeffrey S. Flickinger, Gregory C. | T708-03 |
| 10/031,268 | 3/23/2002 | Advertising Management System for Digital Video Streams | Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C. | T708-13 |
| 10/759,620 | 1/16/2004 | Advertising Management System for Digital Video Streams | Hamilton, Jeffrey S. Eldering, Charles A. Flickinger, Gregory C. | T708-14 |
| 09/268,520 | 3/12/1999 | Advertisement Auction System | Eldering, Charles A. | T709-00 |
| CA2353384 | 12/2/1999 | Advertising Pricing and Auctioning System Based on Real-Time Viewing Statistics | Gill, Komlika K. Eldering, Charles A. | T709-00CA |
| PCT/US99/28629 | 12/2/1999 | Advertising Pricing and Auctioning System Based on Real-Time Viewing Statistics | Gill, Komlika K. Eldering, Charles A. | T709-00PCT |
| 09/591,468 | 6/9/2000 | Advertising Pricing and Auctioning System Based on Real-Time Viewing Statistics | Gill, Komlika K. Eldering, Charles A. | T709-01 |
| 09/857,257 | 6/1/2001 | Advertisement Auction System | Eldering, Charles A. | T709-12 |
| 09/568,084 | 5/10/2000 | Advertisement Subgroups for Digital Video Streams | Eldering, Charles A. | T711-01 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|--|--|---------------------|
| CA2371906 | 5/10/2000 | Advertisement Subgroups for Digital Video Streams | Eldering, Charles A. | T711-01CA |
| PCT/US00/12710 | 5/10/1999 | Advertisement Subgroups for Digital Video Streams | Eldering, Charles A. | T711-01PCT |
| 09/568,477 | 5/10/2000 | Advertisement Subgroups for Digital Video Streams | Eldering, Charles A. | T711-02 |
| 09/635,539 | 8/10/2000 | Delivering Targeted Advertisements in Cable-Based Networks | Eldering, Charles A. | T711-03 |
| 11/120,274 | 5/2/2005 | Advertisement Subgroups for Digital Video Streams | Eldering, Charles A. | T711-04 |
| 10/031,142 | 11/9/2001 | Advertisement Subgroups for Digital Video Streams | Eldering, Charles A. | T711-14 |
| 09/694,848 | 10/20/2000 | Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams | Hamilton, Jeffrey S. | T712-10 |
| 11/415,025 | 5/1/2006 | Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams | Hamilton, Jeffrey S. | T712-10-2 |
| CA2386941 | 10/20/2000 | Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams | Hamilton, Jeffrey S. | T712-10CA |
| PCT/US00/29034 | 10/20/1999 | Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams | Hamilton, Jeffrey S. | T712-10PCT |
| 10/049,246 | 1/28/2002 | Method and Apparatus for Inserting Digital Media Advertisements into Statistical Multiplexed Streams | Hamilton, Jeffrey S. | T712-11 |
| 60/183,411 | 2/18/2000 | AD Management System | Eldering, Charles A. Flickinger, Gregory C. Hamilton, Jeffrey S. | T713-00 |
| 60/183,409 | 2/18/2000 | AD Matching Service | Eldering, Charles A. | T714-00 |
| 60/185,789 | 2/29/2001 | Anonymous Transaction Profiling | Blasko, John P. | T715-00 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|--|---|---------------------|
| 09/796,339 | 2/28/2001 | Privacy-Protected Targeting System | Blasko, John P. | T715-10 |
| PCT/US01/06650 | 2/28/2001 | Privacy-Protected Targeting System | Blasko, John P. | T715-10PCT |
| 60/190,341 | 3/16/2000 | Privacy Protected Filtering and Profiling System | Blasko, John P. | T716-00 |
| 09/635,542 | 8/10/2000 | Grouping Subscribers Based on Demographic Data | Eldering, Charles A. Flickinger, Gregory C. Schlack, John A. | T719-00 |
| 09/635,544 | 8/10/2000 | Transporting Ad Characterization Vectors | Eldering, Charles A. Flickinger, Gregory C. Schlack, John A. | T720-00 |
| 09/712,790 | 11/14/2000 | Queue Based Advertisement Scheduling and Sales | Flickinger, Gregory C.; Gill, Komlika K. | T721-10 |
| PCT/US01/27217 | 8/31/2000 | Queue Based Advertisement Scheduling and Sales | Blasko, John P. Eldering, Charles A. Flickinger, Gregory C. Schlack, John A. | T721-10PCT |
| 09/731,605 | 12/7/2000 | Method and System for Addressing Targeted Advertisements Using Detection of Operational Status of Display Device | Blasko, John P. Eldering, Charles A. | T721-11 |
| 09/731,606 | 12/7/2000 | System for Providing Targeted Advertisements Using Advertiser-Specific Target Groups | Eldering, Charles A. Flickinger, Gregory C. Schlack, John A. | T721-12 |
| 09/748,949 | 12/27/2000 | Advertisement Filtering and Storage for Targeted Advertisement Systems | Flickinger, Gregory C. Eldering, Charles A. | T721-13 |
| 09/742,527 | 12/21/2000 | System and Method for Automatically Managing Avail Inventory Data and Avail Pricing | Blasko, John P. Eldering, Charles A. | T721-14 |
| 09/748,942 | 12/27/2000 | Advertisement Distribution System for Distributing Targeted Advertisements in Television Systems | Eldering, Charles A. Gill, Komlika K. | T721-15 |
| 09/742,506 | 12/21/2000 | Internet-Based Electronic Program Guide Advertisement Insertion Method and Apparatus | Eldering, Charles A. Mehling, Kyle | T721-16 |
| 09/748,943 | 12/27/2000 | Delivering Targeted Advertisements to the Set-Top | Eldering, Charles A. Flickinger, Gregory C. | T721-17 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|--|--|---------------------|
| 09/742,534 | 12/21/2000 | Queue-Based Head-End Advertisement Scheduling Method and Apparatus | Eldering, Charles A. | T721-18 |
| 11/412,750 | 4/27/2006 | Queue-Based Head-End Advertisement Scheduling Method and Apparatus | Eldering, Charles A. | T721-18-2 |
| 09/742,852 | 12/21/2000 | System for Rescheduling and Inserting Advertisements | Eldering, Charles A. | T721-19 |
| 09/750,800 | 12/28/2000 | System and Method for Delivering Targeted Advertisements Using Multiple Presentation Streams | Schlack, John A. | T721-20 |
| 09/766,004 | 1/19/2001 | System and Method for Delivering Statistically Scheduled Advertisements | Schlack, John A. | T721-21 |
| 11/626,206 | 1/23/2007 | System and Method for Delivering Statistically Scheduled Advertisements | Schlack, John A. | T721-21-2 |
| 09/824,434 | 4/2/2001 | Grouping of Advertisements on an Advertising Channel in a Targeted Advertising System | Eldering, Charles A. Flickinger, Gregory C. Schlack, John A. | T721-22 |
| 11/134,146 | 5/20/2005 | Advertisement Filtering and Storage for Targeted Advertisement Systems | Flickinger, Gregory C. Eldering, Charles A. | T721-23-1 |
| 11/559,273 | 11/13/2006 | Advertisement Filtering and Storage for Targeted Advertisement Systems | Flickinger, Gregory C. Eldering, Charles A. | T721-23-2 |
| 11/190,248 | 7/27/2005 | Delivering Targeted Advertisements to the Set-Top-Box | Flickinger, Gregory C. Eldering, Charles A. | T721-24 |
| 09/660,301 | 9/12/2000 | Viewership Reporting for Switched Digital Video Networks | Sutton, Andrew M. Schlack, John A. Michener, James R. | T722-00 |
| 09/658,204 | 9/8/2000 | Targeted Advertising through Electronic Program Guide | Eldering, Charles A. | T723-00 |
| 11/475,354 | 6/27/2006 | Targeted Advertising through Electronic Program Guide | Eldering, Charles A. | T723-00-2 |
| 09/660,559 | 9/12/2000 | Tracking Effectiveness of Advertisements Based on Individual Subscriber Activities | Flickinger, Gregory C. | T724-00 |
| 09/665,338 | 9/19/2000 | Real-Time Viewing Statistics in Electronic Program Guide Screens | Eldering, Charles A. Gill, Komlika K. | T725-01 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|--|---|---------------------|
| 60/238,059 | 10/5/2000 | Platform Independent Addressable Television Advertising System | Eldering, Charles A. Blasko, John P. Lustig, Herbert M. | T726-00 |
| 60/238,056 | 10/5/2000 | Method and System for Addressable Advertising Using the Electronic Program | Eldering, Charles A. Flickinger, Gregory C. | T727-00 |
| 09/749,255 | 12/27/2000 | Scheduling and Linking IPG Ads in Conjunction with Programming Ads in a Television Environment | Flickinger, Gregory C. | T727-10 |
| PCT/US01/31682 | 10/5/2001 | Scheduling and Linking IPG Ads in Conjunction with Programming Ads in a Television Environment | Flickinger, Gregory C. | T727-10PCT |
| 09/680,622 | 10/6/2000 | Method and System for Addressable and Program Independent Advertising During Recorded Programs | Flickinger, Gregory C. | T728-10 |
| 11/196,774 | 8/3/2005 | Method and System for Addressable and Program Independent Advertising During Recorded Programs | Flickinger, Gregory C. | T728-11 |
| 09/696,878 | 10/26/2000 | Measuring Advertisement Effectiveness Based on Subscriber Service Area | Eldering, Charles A. Flickinger, Gregory C. | T729-10 |
| 09/751,349 | 12/28/2000 | Inserting Local Signals During Mpeg Channel Changes | Flickinger, Gregory C. Hamilton, Jeffrey S. | T730-10 |
| 11/290,099 | 11/30/2005 | Inserting Local Signals During Mpeg Channel Changes | Eldering, Charles A. Flickinger, Gregory C. | T730-11 |
| 09/721,532 | 11/22/2000 | Television Channel Monitoring System | Eldering, Charles A. Blasko, John P. | T731-10 |
| 09/742,507 | 12/21/2000 | User-Friendly Electronic Program Guide Based on Subscriber Characterizations | Eldering, Charles A. Gill, Komlika K. | T732-10 |
| 09/750,812 | 12/28/2000 | Grouping Advertisement Subavails | Blasko, John P. Eldering, Charles A. Flickinger, Gregory C. | T733-10 |
| 12/024,496 | 2/1/2008 | Grouping Advertisement Subavails | Blasko, John P. Eldering, Charles A. Flickinger, Gregory C. | T733-10-1 |
| PCT/US01/50470 | 12/28/2001 | Grouping Advertisement Subavails | Blasko, John P. Eldering, Charles A. Flickinger, Gregory C. | T733-10PCT |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|---|---|---------------------|
| 09/998,979 | 10/31/2001 | Profiling and Identification of Television Viewers | Schlack, John A. Sutton, Andrew M. Rampulla, Andrew J. Eldering, Charles A. | T734-10 |
| 11/751,154 | 5/21/2007 | Profiling and Identification of Television Viewers | Schlack, John A. Sutton, Andrew M. Rampulla, Andrew J. Eldering, Charles A. | T734-10-2 |
| 60/263,095 | 1/19/2001 | Session Based Profiling in a Television Viewing Environment | Schlack, John A. Rampulla, Andrew J. | T735-00 |
| 60/267,370 | 2/8/2001 | Presentation Stream Switching Using Channel Maps | Eldering, Charles A. Schlack, John A. Blasko, John P. | T736-00 |
| 60/278,612 | 3/26/2001 | Formation and Utilization of Cable Microzones | Eldering, Charles A. | T737-00 |
| 60/281,037 | 4/3/2001 | Personal Video Recorder (PVR) Market Overview and Advertising Opportunities | Plotnick, Michael A. | T738-00 |
| 10/006,874 | 11/14/2001 | Alternative Advertising in Prerecorded Media | Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M. | T738-10 |
| 11/832,184 | 8/1/2007 | Alternative Advertising in Prerecorded Media | Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M. | T738-10-2 |
| CA24742842 | 9/30/2003 | Alternative Advertising in Prerecorded Media | Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M. | T738-10CA |
| PCT/US02/10645 | 4/3/2002 | Alternative Advertising in Prerecorded Media | Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M. | T738-10PCT |
| 11/011,877 | 12/14/2004 | Alternative Advertising in Prerecorded Media | Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M. | T738-11 |
| 11/928,220 | 10/31/2007 | Alternative Advertising in Prerecorded Media | Plotnick, Michael A. Deitrich, Jr., Robert F. Eldering, Charles A. Ryder, Douglas J. Lustig, Herbert M. | T738-11-2 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|---|--|---------------------|
| 10/116,694 | 4/3/2002 | Universal Ad Queue | Plotnick, Michael A. Eldering, Charles A. Ryder, Douglas J. | T738-20 |
| 10/116,692 | 4/3/2002 | Behavioral Targeted Advertising | Plotnick, Michael A. Eldering, Charles A. Ryder, Douglas J. | T738-30 |
| 60/281,534 | 4/4/2001 | Subscriber Response Measurement System | Eldering, Charles A. Lustig, Herbert M. | T739-00 |
| 60/281,196 | 4/3/2001 | Subscriber Selected Advertisement Display and Scheduling | Gill, Komlika K. Flickinger, Gregory C. | T740-00 |
| 10/116,669 | 4/3/2002 | Subscriber Selected Advertisement Display and Scheduling | Eldering, Charles A. Gill, Komlika K. Flickinger, Gregory C. | T740-10 |
| 11/199,867 | 8/9/2005 | Subscriber Selected Advertisement Display and Scheduling | Eldering, Charles A. Gill, Komlika K. Flickinger, Gregory C. | T740-11 |
| 09/928,024 | 8/10/2001 | Targeting Ads to Subscribers Based on Privacy-Protected Subscriber Profiles | Eldering, Charles A. Schlack, John A. Lustig, Herbert M. | T741-10 |
| 11/758,845 | 6/6/2007 | Targeting Ads to Subscribers Based on Privacy-Protected Subscriber Profiles | Eldering, Charles A. Schlack, John A. Lustig, Herbert M. | T741-10-2 |
| PCT/US01/25261 | 8/10/2001 | Targeting Ads to Subscribers Based on Privacy-Protected Subscriber Profiles | Eldering, Charles A. Schlack, John A. Lustig, Herbert M. | T741-10PCT |
| 60/347,104 | 1/9/2002 | Targeted Advertising in On-Demand Programming | Eldering, Charles A. Schlack, John A. Plotnick, Michael A. Deitrich, Jr., Robert F Michener, James | T742-00 |
| 10/068,771 | 2/5/2002 | Targeted Advertising in On Demand Programming | Eldering, Charles A. Schlack, John A. Plotnick, Michael A. Deitrich, Jr., Robert F | T742-10 |
| 11/834,435 | 8/6/2007 | Targeted Advertising in On Demand Programming | Eldering, Charles A. Schlack, John A. Plotnick, Michael A. Deitrich, Jr., Robert F | T742-10-2 |
| 60/659,650 | 3/8/2005 | Expanded Interest Recommendation Engine and Variable Personalization | Eldering, Charles A. | T744-00 |
| 12/167,768 | 7/16/2008 | Method And System for Transfer of Subscription Media | Kravets, Leonid | PRI-201-1 |

| Application No. | Filing Date | Title | Inventor(s) | Attorney Docket No. |
|-----------------|-------------|--|---|---------------------|
| 12/167,777 | 7/16/2008 | Method And System for Transfer of Subscription Media | Kravets, Leonid | PRI-201-2 |
| 12/167,783 | 7/16/2008 | Method And System for Transfer of Subscription Media | Kravets, Leonid | PRI-201-3 |
| 12/167,789 | 7/16/2008 | Method And System for Transfer of Subscription Media | Kravets, Leonid Eldering, Charles A. | PRI-201-4 |